

1989 PRJ EDITORIAL INDEX

ANNUAL REPORTS

- Average Cost of 1989 Annual Report: \$3.52, *November*
 Employee Annual Reports: Thriving Amidst Corporate Change, Laurie Sue Brockway, *July*
 New Crop of Annual Reports Offer Glimpse of the Future, *September*
 Newspaper-style Annual Report: Innovative Idea Goes Awry, *August*
 Repositioning After a Restructuring, *September*
 Summary Annual Report Insert in *WSJ* "Gets the Word Out," *June*
 What Does Your CEO Really Want in the Annual Report? *September*

BOOKS

- A Classic Revisited; New Writing Guides, Lyle J. Barker Jr., reviewer, *October*
 A New Look at IR, Mary Lowengard, reviewer, *April*
 "Communicating for Survival: Coping with Diminishing Human Resources," *February*
 "The Company Image: Building Your Identity and Influence in the Marketplace," *June*
 "The Dartnell Public Relations Handbook," *February*
 "Experts in Action: Inside Public Relations," *October*
 "The Handbook of Investor Relations," *April*
 "How to Build a Corporation's Identity and Project its Image," *June*
 "Mastering the Art of Q&A," *June*
 Multiple Personalities, Theodore Lustig, APR and Ward White, reviewers, *February*
 New Texts Stress Ethics, Discuss Change, Lyle J. Barker Jr., reviewer, *September*
 "The Publicity Process," *October*
 Q&As and Corporate Image, Brent W. Rosenberger and Alicia Martinez, reviewers, *June*
 "The Practice of Public Relations," *September*
 "Public Relations Research Annual, Volume 1," *September*
 "Public Relations: Strategies and Tactics," *September*
 "Public Relations Writing: A Planned Approach For Creating Results," *October*
 "This is PR: The Realities of Public Relations," *September*

CAREERS/PROFESSIONAL DEVELOPMENT/EDUCATION

- The Anomaly of Our Future, Philip Lesly, *APR, January*
 Communicating With Stressed Execs, *December*
 Educators Rank Public Relations Programs, *June*
 Fourth Annual Salary Survey, Nicholas J. Tortorello and Keith Barnes, *June*
 Minorities 2000: The Shape of Things to Come, Marilyn Kern-Foxworth, *August*
 PRJ Poll: Top '90s Challenge is Preparing for Strategic Roles, *November*
 Strengthening Advisory Councils, David J. Abramson, *February*
 U.K. Tests First Undergraduate PR Program, *November*
 Writing Remains Essential Practitioner Skill, Survey Affirms, *March*

COMMUNITY RELATIONS/SERVICE

- Community Relations: New Approaches to Building Consensus, Mary Lowengard, *October*
 CR: For Most, a Part-Time Profession, Karlene Lukovitz, *October*
 Demonstrating Leadership Through Public Service, Hank Moore, *APR, February*
 PIOs Look to Scale Prison Walls, Frederick Talbott, *October*
 Questions All CR Managers Should Ask Themselves, Joe Williams, *October*
 The Town of Lloyd vs. Texaco, *October*
 We Are Guests in the Community [Boston Edison], *October*
 Working With Activist Groups, Mary Ann Pires, *April*

COMPUTERS/TECHNOLOGY

- Avoiding High-Tech Hype, Pamela Cooper Alexander, *March*
 Choosing Fax Suppliers, Daniel Fishman and Elliot King, *March*
 Computerized Press Kits: Wave of the Future? *October*
 Desktop Publishers Need Written Agreements, Lois Paul, *November*
 Desktop Publishing: Separating Dreams From Reality, Judy A. Gordon, *November*
 Electronic Editors Help Proofread Copy, Jack Pyle, *APR, June*
 Exploiting New Communications Technology, *December*
 Filling the Time-based Billing Void, Walter Sorg, *APR, September*
 Finding A Fax To Suit Your Needs, Daniel Fishman and Elliot King, *February*
 Industry Weighs Impact of Unsolicited Faxes, Regina Eisman, *April*
 Organizing Your Business Information, Jack Pyle, *APR, August*
 Satellite Media Tours "Take Off," *October*
 Using Computers to Increase Productivity, James L. Horton, *July*

CORPORATE ADVERTISING

- Corporate Advertising Expenditures: Healthy Increases the Rule, Joan Reisman, *September*
 Corporate Advertising Portfolio: Ads of Few Words, Ads of Many, *September*
 Corporate Advertising: Public Relations in Disguise? Joan Reisman, *September*
 Making an Issue Out of Quality, *September*

CORPORATE IMAGE

- CEO Image Building: "Political Techniques Still Underutilized," *July*
 "How to Build a Corporation's Identity and Project its Image" [book review], *June*
 Improving Your Small Organization's Image, Richard T. Cole, *June*
 Q&As and Corporate Image, Brent W. Rosenberger and Alicia Martinez, reviewers, *June*
 "The Company Image: Building Your Identity and Influence in the Marketplace" [book review], *June*
 What's in a Name? Mary A. Demeri, *October*

CRISIS MANAGEMENT

- Assessing the Damage: Practitioner Perspectives on the Valdez, E. Bruce Harrison, *APR with Tom Prugh, October*
 Best-Laid Plans vs. Reality [livestock feed contamination], Mary R. Nowotny, *September*
 Helping Internal Audiences Cope, Mike Todd, *June*
 On the Home Front [lessons learned in '89], Alex Stanton, *APR, September*

EMPLOYEE RELATIONS

- Beyond Employee Publications: Making the Personal Connection, E. Zoe McCathrin, *APR, July*
 Employees Go Overseas to Survey Competition, *October*
 Restructuring: Good and Bad News for Employee Communications, *April*

ENVIRONMENT

- Assessing the Damage: Practitioner Perspectives on the Valdez, E. Bruce Harrison, *APR with Tom Prugh*
 Releasing Balloons Now a Publicity Bust, Allen Salzberg, *June*
 Toxic Chemical Disclosure: Companies Tackle the Challenge, David L. Schultz, *January*

GOVERNMENT/PUBLIC AFFAIRS

- Pouring \$80 Million Down the Drain, *December*
 Tracking Legislation, Jim Wise, *September*
 Social Capitalism in the Noisy 1990s, John L. Paluszek, *APR, April*
 Understanding Congressional Lobbyists, *September*
 Working with Activist Groups, Mary Ann Pires, *April*

GRAPHICS/PUBLICATIONS

- Portfolio: Corporate Advertising, *September*
 Portfolio: Employee Annual Reports, Laurie Sue Brockway, *July*
 Starting a Newsletter, Bobby Mintzer, *July*

HEALTH CARE

- Health Care: Critical Conditions, Kathleen Larey Lewton, *APR, December*
 Health Care Marketing Needs Shot in the Arm, *August*

INTERNATIONAL

- Crackdown in China Stalls Growth of Budding Public Relations Business, *September*
 Employees Go Overseas to Survey Competition, *October*
 Europe 1992: A Threat to Mid-sized Firms? *June*
 Hong Kong: "Brain Drain" Hits Public Relations, K.K. Chadha, *March*
 Israel Fights "the 26-inch war," Keith Elliot Greenberg, *August*
 "Japanese and U.S. Media Both Distort Public Opinion," *December*
 Treading Cautiously in the Canadian Market, William Kennaley, *August*
 Soviet: Information Exchange is Key in Thawing US/USSR Relations
 U.K. Tests First Undergraduate PR Program, *November*

With New Image, Taiwan Emerging From Mainland China's Shadow, Keith Elliot Greenberg, *October*

INVESTOR RELATIONS

A New Look at IR [book review], *April*
"Building Shareholder Value" Losing its Punch, Study Shows, *October*
Can a Positive Story Boost Stock Price? *September*
How Now, IR? Meryl Davids, *April*
Investment Professionals Recommend IR Services, *January*
IR Firm Acquires Small Ad Agency, *July*
Making the Switch From Investment Banking to IR, *August*
Planning for a Takeover Bid, *April*
"The Handbook of Investor Relations" [book review], *April*
Understanding Current Disclosure Requirements, Robert D. Ferris, *April*

LAW/ETHICS

Law/Ethics and Public Relations Writers, Bruce H. Joffe, *July*
VNRs: Re-examining "Unrestricted Use," Maureen Shubow Rubin, *October*
Sins of Omission Hurt CEO Ethics Rating, John F. Budd Jr., *APR, May*
The Speakes Case: Where the Field Went Wrong, *February*
Wall Street: Beyond Cynicism, Richard E. Cheney, *May*

MANAGEMENT: CORPORATE AND FIRM

Advice From 15 Entrepreneurs, *October*
Anatomy of an "Agency Search," A.C. Croft, *APR, September*
Improving Client Presentations, James E. Lukaszewski, *APR and Paul Ridgeway, September*
Joint Venture Eyes Hispanic Market, *September*
Effectively Using Executive Recruiters, George A. Rosenberg, *December*
"Field Should Promote Public Relations' Ability to Out-Perform Advertising," *June*
Firms a la Carte, Daniel R. Kellams, *APR and Elaine Goldman, May*
Getting the Most Out of Employee Wellness Programs, John Harris, *August*
How to Build an Internship Program, Deborah E. Brightman, *January*
Improving Your Small Organization's Image, Richard T. Cole, *June*
IR Firm Acquires Small Ad Agency, *July*
Minorities 2000: The Shape of Things to Come, Marilyn Kern-Foxworth, *August*
Managing Issues Management, *December*
Minority Entrepreneurs Challenge the Barriers, *August*
Organizational Development Emerges as Powerful Consensus Tool, *December*
Providing Effective Public Relations Counsel, Sharon A. Stahlheber, *May*
Small California Firms Suffer Labor Crisis, *October*
Small Firms, Big Issues, Daniel H. Baer, *APR, October*
Stemming Turnover In Public Relations Firms/Are You Entrapped in the Turnover Syndrome? Aaron S. Glazier, *February*

Strategic Alliances Thriving, CEOs Report, *October*
Study: Industry Executives Driven by Volume, Not Profits, *August*
Survey Confirms Practitioner/Management Goal Conflicts, *February*
Thinking Like A Brand Manager, Joan Aho Ryan, *APR and George H. Lemmond, August*
Why Stay Independent? Alfred Geduldig, *March*
Will Advertising/Public Relations Ventures Ever be True Partnerships? *May*
Women Practitioners: How Far, How Fast? Karlene Lukovitz, *May*
Writing Remains Essential Practitioner Skill, Survey Affirms, *March*

MARKETING PUBLIC RELATIONS

An Essential Double Helix, Glen M. Broom, Ph.D. and Kerry Tucker
Thinking Like A Brand Manager, Joan Aho Ryan, *APR and George H. Lemmond, August*

MEDIA RELATIONS/PUBLICITY

A TV Reporter's "Wish List," *November*
Budget Deficit: "Practitioners Can Help Rally Public to Action," *November*
CEOs kate Business Coverage: Network TV "Most Unfair," *June*
Computerized Press Kits: Wave of the Future? *October*
How to Deal with the Japanese Media, Steve Carr, *January*
"Japanese and U.S. Media Both Distort Public Opinion," *December*
"Mastering the Art of Q&A" [book review], *June*
Nurturing a "Green" Reporter, Bill Schwartz, *October*
Pouring \$80 Million Down the Drain, *December*
Practitioners, Business Press Report "Thaw" in Relationship, *May*
Print Media: Placement Strategies for the New Segmentation, Mary Sabolik, *November*
Publicizing the Impossible, Donald M. Levin, *APR, February*
Satellite Media Tours "Take Off," *October*
Taping Reporters, Frederick Talbott, *June*
Television News: Riding the Shockwaves, James F. Plante, *November*
The Tease That Backfired, Craig J. Settles, *December*
Trade Publications: Not Pushovers Anymore, Karlene Lukovitz, *November*
Using Radio News Today, Bill Patterson, *November*
Working with Editorial Boards, James Caudill, *APR, March*

PHOTOGRAPHY

Moving Your Photos on the Wires, Kate Walter, *March*
What's Wrong With This Picture? Peter Harrison, *March*

PRSA

1988 PRJ Index, *January*
Leadership Profile: H.J. (Jerry) Dalton, Jr., *APR, December*

PRSA Conference '88, *January*
PRSA Conference '89, *December*

PUBLIC RELATIONS PROGRAMS

1990 Census: Counting on Promotion, May B-M Hopes to Keep Fur From Flying [Fur Information Council], *September*
Corporate Flasher [artist Eric Staller], Joe Fasbinder, *February*
Education Association Revamps Media Strategy, *March*
For the Birds [Baltimore Orioles], Fran Severn, *April*
Kiwi's First-Ever Public Relations Effort Shines [Kiwi Brands], *January*
NJ, NY Mobilize to Counter Beach Pollution Fears, *July*
Overwhelmed Cities Increasingly Seeking Expertise of Outside Counselors, *November*
Public Relations Quality Control: Translating Ideal to Real, Joan Reisman, *March/AT&T's Approach to Quality Control, Donald Raymond, March*
Shellshocked in Hollywood, *January*
Teenagers "Rock" at the Opera [Tulsa Opera], Lauren Gibson Gilroy, *May*
There Yugo Again . . . [Yugo America], Kenneth Schultz, *February*
Toxic Chemical Disclosure: Companies Tackle the Challenge, David L. Schultz, *January*
Unions: Polishing a Tarnished Image, Joe Cosco, *February*
Wooing the NFL to the Carolinas, *November*

RESEARCH/RESULTS MEASUREMENT

CEOs Rate Business Coverage: Network TV "Most Unfair"; Daily Business Press Best, *June*
Educators Rank Public Relations Programs, *June*
PRJ Poll: Top '90s Challenge is Preparing for Strategic Roles, *November*
Soviet: Information Exchange is Key in Thawing of US/USSR Relations, *December*
Study: Industry Executives Driven by Volume, Not Profits, *August*
Survey Confirms Practitioner/Management Goal Conflicts, *February*
Writing Remains Essential Practitioner Skill, Survey Affirms, *March*

SPECIAL EVENTS/SPONSORSHIP

Cause-Related Marketing: Big Risks, Big Potential, *July*
Conducting Special Events in Malls, Nancy R. Walters, *November*
Maximizing Trade Show Exposure, Ralph W. McGreevy, *August*

SPEECHWRITING

Writing a Commencement Speech, Robert B. Rackleff, *April*

VIDEO/VNRS

Satellite Media Tours "Take Off," *October*
Videoconferencing Comes Down to Earth, Celia Kuperszmid Lehrman, *April*
VNRs: Re-examining "Unrestricted Use," Maureen Shubow Rubin, *October*
VNR Update: Facts Versus Fiction, *December*

